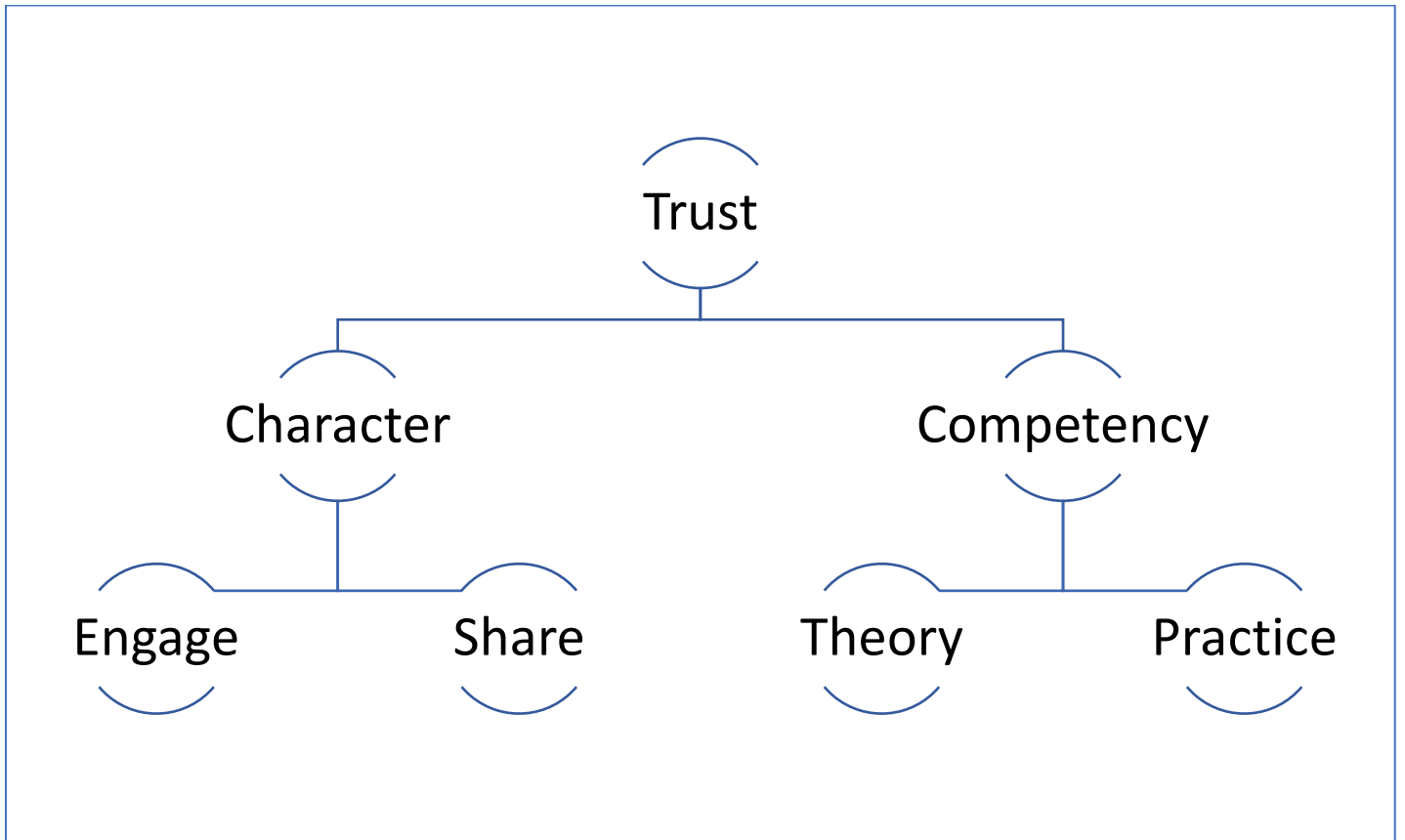


Do You Have Trouble Earning Trust?



The Various Facets of Trust

As we all know, Trust needs to be earned. But not all forms of trust are equal.

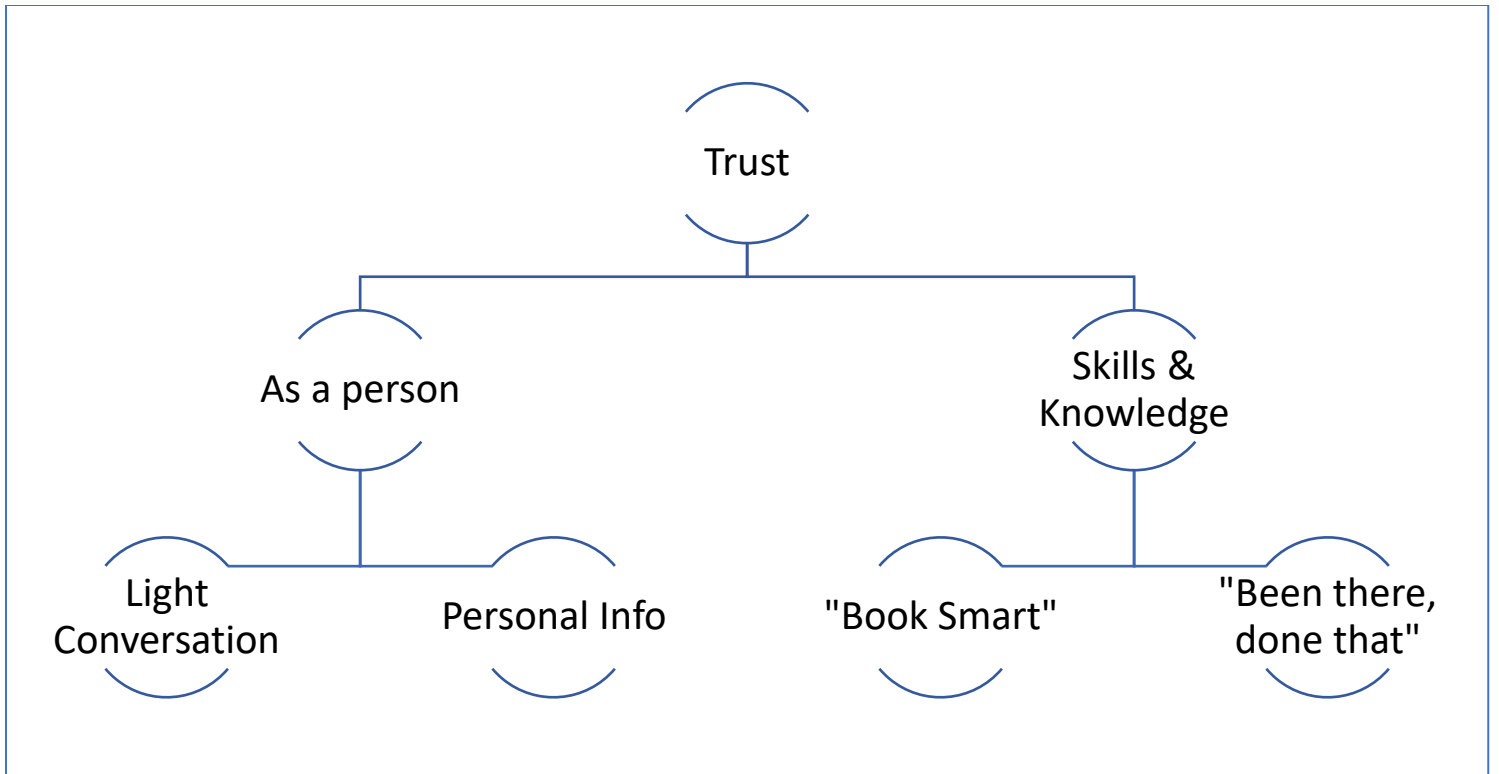


Here we see that the two main types of trust are Character and Competency with two more types of Trust under each of those. Let's dig deeper into the chart...

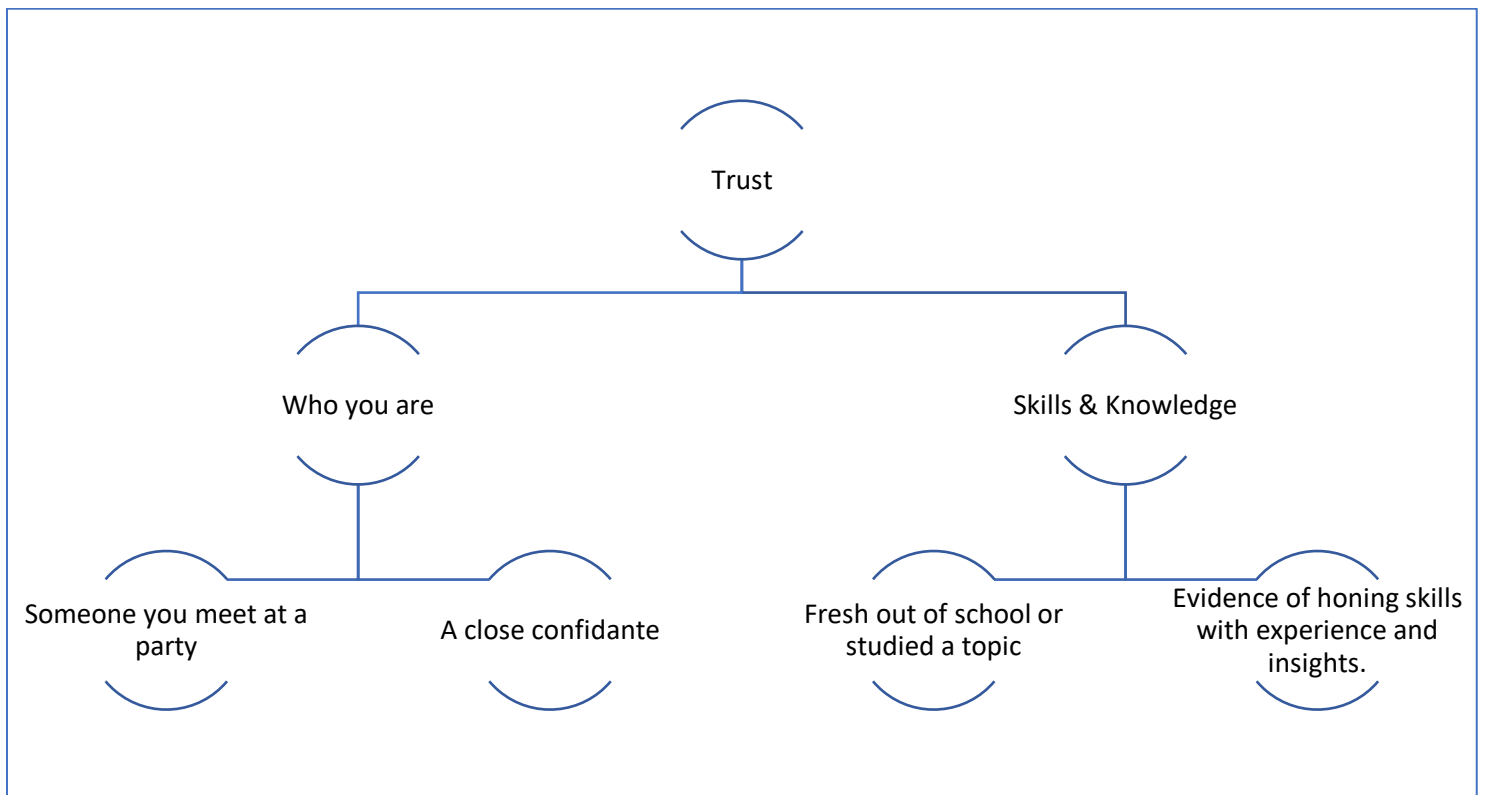
The first side, Character, is how people trust us as a person. The other type of trust is how they trust us as an expert.

And below those layers, who we trust for having light conversation vs with whom we will share personal, intimate information?

On the "Expert" side, who do we trust with book smarts and with "battle wounds" experience?



Putting the above graphic into context, below are some examples of how we gauge or “test” the various forms of Trust.



How to earn trust? One of the best ways is by telling stories. Here are seven stories that can help build and earn trust with the people you engage with.

Seven Stories that Build Trust

1. **Personal Story:** This is to tell the prospect why you are in this business are and how you help people in the industry.
 - Aimed at building character trust and a connection with the person in front of you.
2. **Key Staff Stories:** This is to create confidence in the prospect on the key staff of the company and their capabilities.
 - Aimed at building character trust and a connection with the person in front of you.
3. **Company Stories:** Why the company does what it does and why it wants to make a difference.
 - Aimed at building competence trust and to clarify the why of the company.
4. **Insight Stories:** Stories about the industry challenges and their solutions that make the prospect realize you really know about their business and their industry.
 - Aimed at building competence trust.
5. **Success Stories:** Telling the story about the achievements other companies have had with your product or service, so the prospect can visualize how success will look like.
 - Aimed at building competence trust.
6. **Values Stories:** Stories that show how your company acts in critical situations.
 - Aimed at building character trust.
7. **Sales Teaching Stories:** Stories about how other companies have made the decision to buy from you.
 - Aimed at “equipping” your sponsor with relevant and effective arguments to “sell” your company, solution, or ideas internally.

What doesn't work for earning trust with the people you engage with?

Phrases like:

“Trust me. I know what I am talking about.”

“You can trust me.”

“You should trust me on this topic.”

Avoid the word **“trust”** if you want to earn **Trust**.

Earn Trust with actions and stories, not your opinion statements.

